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Florida

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FLORIDA VISITOR INFORMATION

Florida

Florida

## SURF, SAND AND SUN

A jewel-like peninsula of sun-lavished shores, Florida boasts more than a thousand miles of beaches. From the soft, silvery sands of the Miracle Strip in the northwest to the golden beaches of the Tropical Coast in the southeast, Florida provides ample opportunity to surf, swim, sunbathe or simply enjoy some of the most beautiful scenery around. Both coasts offer facilities for picnicking and cookouts.

For shelling, the twin islands of Sanibel and Captiva, off Florida's West Coast, are unmatched in the Western Hemisphere. More than 300 varieties are brought in by the rich tides.

Surfing enthusiasts find Florida's East Coast provides plenty of action.

[Tallahassee, 1975?]



## A Watery Wonderland

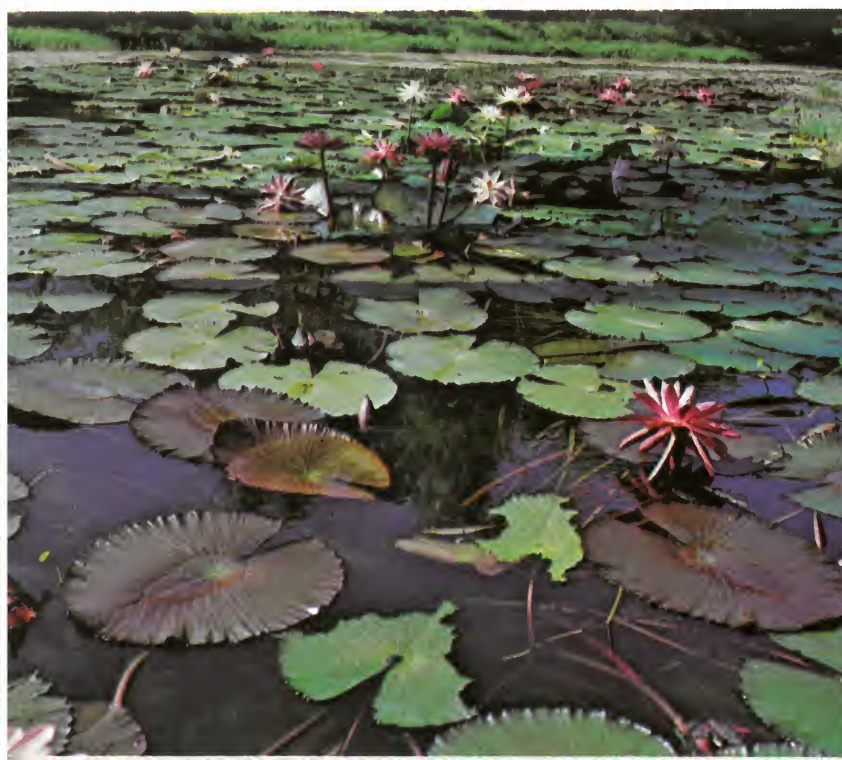
Dotted by countless freshwater lakes and bounded by 1,197 miles of beaches, Florida offers an abundance of water sports to its visitors. Skin-diving is pleasurable in the crystal-clear waters around the state. And water skiing, Florida's very own sport, utilizes the state's marine assets to the fullest.

Less strenuous but equally enjoyable is a cruise down one of the state's many scenic rivers, a quiet canoe ride along a specially marked trail, or a relaxing sail.

Fishing enthusiasts have several options open to them: trolling, surf casting or just dropping a line in salt water or fresh water.

Charter boats provide the means to challenge the fighting gamefish of the deep. Party boats offer fishing and camaraderie.





## FLORIDA — FUN FOR ALL SEASONS

Florida's subtropical climate provides year-round opportunities to enjoy the outdoors. The fair weather combines with lush green fairways to make near-perfect golfing conditions. Tennis enthusiasts may test their skills on thousands of public and private courts. Sightseeing offers endless possibilities. There are historic sites to visit and a wide range of facilities and attractions that amuse, entertain and educate.

All of Florida loves the pageantry and the excitement of festivals and special events. All year long, cities and towns throughout the state recreate their links with the romantic past, showcase local products and present a well-rounded schedule of activities.

The state's cultural activities are as varied as its vacation fun. Visitors from around the world enjoy the extensive assemblage of baroque art at the famous Ringling Museum of Art in Sarasota. Many Florida communities have symphony orchestras, ballet groups and opera seasons. In addition, the world's greatest performing talents tour Florida each year, appearing in university and community cultural centers.





## ENJOY YOUR FAVORITE SPORT

Florida offers a full roster of exciting spectator sporting events and activities. Home of the National Football League world champion Miami Dolphins, Florida hosts a full season of power-packed professional football play. And there's more in store. Tampa will field a team, yet to be named, in the NFL in 1975 as part of the league's expansion. In the World Football League, Florida has two teams playing a full schedule of games. The Jacksonville Sharks play their games in the Gator Bowl, and the Florida Blazers host teams in an enlarged Tangerine Bowl at Orlando.

Baseball fans can watch star performers and scout the rookies during the pre-season at 17 major league spring training camps throughout the state. Expensive thoroughbred horses race at Florida's world-renowned tracks: at Calder, Gulfstream, Hialeah and Oldsmar.

Sleek greyhounds pursue the elusive rabbit at tracks in Tampa, Fort Myers, Key West, Jacksonville, Longwood, St. Petersburg, Miami, Miami Beach, Daytona Beach, West Palm Beach, Hollywood, Monticello, Pensacola, Sarasota and Ebro.

Jai-alai, the world's fastest game, is played throughout most of the year. There's almost always some action at frontons in Orlando, Miami, Melbourne, Daytona Beach, Ocala, Fort Pierce, Fern Park, West Palm Beach, Dania and Tampa.

Daytona International Speedway stock car and sports car competition provide some of racing's greatest thrills when world-famous drivers vie for top prize money and speed records.





## SO MANY WONDERFUL THINGS TO SEE

Far more than the sunshine and beaches, Florida is home to many fascinating attractions geared to family enjoyment. Historic sites, natural wonders, tropical gardens, marine shows, wildlife sanctuaries, exhibits and fantasy-filled manmade attractions await travelers from all over the world.







## A SUN-BLESSED LAND OF ENCHANTING BEAUTY

From coast to sun-drenched coast, nature has blessed Florida with an abundance of beautiful things to share with visitors: resplendent gardens, countless lakes and waterways fringed with cypress stands; wilderness reserves sheltering an array of egrets, herons and ibis. And, perhaps best of all, the spectacular Florida sunset where golds, scarlets and lavenders emblazon the sky.



THE MIRACLE STRIP takes its name from the more than 100 miles of powdery, sugar-white sand washed up from a far-away ocean floor and deposited on the beaches of the Panhandle area;

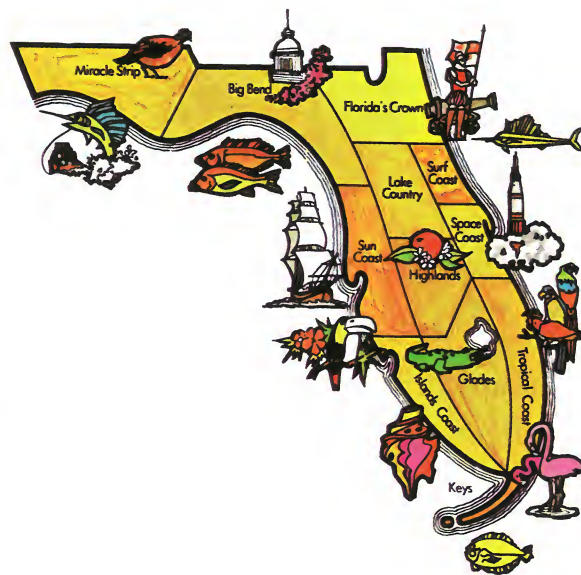
THE BIG BEND, where the Panhandle area gives way to a Deep South region of rolling hills, deep forests and undeveloped coastline, is literally the big bend in the state, the beginning of peninsular Florida;

THE FLORIDA CROWN is the crown-shaped area of Northeast Florida, historic site of the first permanent European settlement in North America and timeless setting for the mighty St. Johns and scenic Suwannee rivers;

THE LAKE COUNTRY encompasses many of the state's countless thousands of named lakes, dotted jewel-like in a region of forested land, sprawling citrus groves and gushing springs;

THE SURF COAST is named for the long Atlantic combers that roll in on this noted Upper East Coast resort area, bounded on the interior by lush hammocks of sub-tropical growth;

THE SUN COAST is noted for its consistently high rate of sunshine, which sparkles on the area's golden-hued Gulf beaches, bustling cities



## FLORIDA HAS 12 GREAT VACATION REGIONS!

The concept of Florida's 12 separate vacation areas was designed to help the traveler identify the state's many faces and assets — ranging from the broad beaches for which it is justly famed to the perhaps lesser-known, but equally impressive, regions of striking geographic features and almost-tangible moods.

and picturesque Old World communities;

THE HIGHLANDS embrace Florida's rich cattle country and stretch from the rolling hills of the citrus region into the vast pasturelands of the Kissimmee Prairie;

THE SPACE COAST, where man first left the earth to explore the reaches of outer space, is a familiar East Coast landmark set amid sandy beaches and shallow lagoons;

THE ISLANDS COAST derives its name from the serene islands and uncharted maze of mangrove that lie offshore from the Lower Gulf Coast region merging into the Everglades at the southern tip of the Florida peninsula;

THE GLADES comprise the great expanse of sawgrass-blanketed watery wilderness, the fabled "River of Grass" that flows from Lake Okeechobee southward to the sea;

THE TROPICAL COAST is the palm-shaded Lower East Coast area of golden beaches and glittering resorts, where the pace of entertainment quickens;

THE FLORIDA KEYS, a chain of coral islands curving south and west from the mainland for more than 100 miles, is described as "a land that's mostly water and a sea that's mostly sky."



# GUIDE TO FLORIDA ATTRACTIONS

## MIRACLE STRIP

### DESTIN

Museum of the Sea and Indian

### FORT WALTON

Gulfarium and Shell Museum

Indian Mound Museum

### PANAMA CITY BEACH

Gulf World Aquarium

Jungleland Zoo and Volcano

Long Beach Deer Ranch and

Amusement Park

Miracle Strip Amusement Park

Top-Of-The-Strip

### PENSACOLA

"Buccaneer," Fishing Schooner

Fort Pickens

North Hill

Preservation District

Pensacola Art Center

Pensacola Historical Museum

Seville Square Historic District

United States Naval Aviation

Museum and Tour of

Air Station

West Florida Museum

of History

## BIG BEND

### TALLAHASSEE

Florida State University

Art Gallery

LeMoyné Art Foundation

Junior Museum

State Capitol

Wakulla Springs

## FLORIDA'S CROWN

### GAINESVILLE

Florida State Museum

University of Florida Art Gallery

### JACKSONVILLE

Cummer Gallery of Art

Jacksonville Art Museum

Fairlyland Park and Zoo

Jacksonville Children's Museum

and Planetarium

### ST. AUGUSTINE

Alligator Farm

Fountain of Youth

Gatorland

Historically Preserved Areas

Lightner Museum

Mission of Nombre de Dios

Museum of Yesterday's Toys

Oldest House

Oldest Schoolhouse

Oldest Store Museum

Old Jail

Old Spanish Inn (Posada)

Old Spanish Treasury

Potter's International

Hall of Fame

Ripley Believe-it-or-Not Museum

Spain's Casa del Hidalgo

Zorayda Castle

### WHITE SPRINGS

Stephen Foster Memorial

## LAKE COUNTRY

### CLERMONT

Citrus Tower

Presidents Wax Museum

### DUNNELLON

Rainbow Springs

### KISSIMMEE

SST Center

### ORLANDO

Circus World

Gatorland

Loch Haven Museum and

Planetarium

Sea World

Stars Hall of Fame

### SILVER SPRINGS

Early American Museum

Florida Silver Springs

International Deer Ranch

Prince of Peace Memorial

Ross Allen Reptile Institute

Six-Gun Territory

### WINTER PARK

Venice of America Boat Tour

Morse Gallery of Art

Tiffany Tours

## SURF COAST

### DAYTONA BEACH

Daytona International Speedway

Marco Polo Park

Museum of Speed

Museum of Arts and Sciences

### DELEON SPRINGS

Ponce de Leon Springs

### MARINELAND

Marineland of Florida

### ORMOND BEACH

Birthplace of Speed Garage

### PORT ORANGE

Sugar Mill Gardens

## SUN COAST

### HOMOSASSA SPRINGS

Homosassa Springs

### INDIAN ROCKS BEACH

Tiki Gardens

### ST. PETERSBURG

M.G.M.'s Bounty Exhibit

Museum of Fine Art

Sunken Gardens

### ST. PETERSBURG BEACH

Aquarium

London Wax Museum

### SARASOTA

Asolo State Theater

Bellm's Cars and Music of

Yesterday

Circus Hall of Fame

Dixie Sightseeing Cruise

John Ringling Residence and

Museum of Art and Circus

Sarasota Jungle Gardens

Sarasota Museum of the Cross

The Glass Blowers

### TAMPA

Busch Gardens

Fairlyland Park and Zoo

Florida Center for the Arts

Museum of Science and

Natural History

Tampa Bay Art Center

Treasureland

Ybor City Latin Quarter

### TARPON SPRINGS

The George Inness Jr.

Religious Paintings

Sponge Fishing Fleet

Spongeorama

### VENICE

Ringling Circus Winter

Headquarters

Warm Mineral Springs

### WEEKI WACHEE

Foxbow Wildlife Exhibit

Weeki Wachee Springs

## HIGHLANDS

### CYPRESS GARDENS

Florida Cypress Gardens

### HAINES CITY

Circus World

### LAKE BUENA VISTA

Walt Disney World

### LAKE PLACID

Lake Placid Tower of Peace

### LAKE WALES

Black Hills Passion Play

Masterpiece Gardens

Mountain Lake Sanctuary and

Singing Tower

Spook Hill

### WINTER HAVEN

Florida Citrus Showcase

Museum of Old Dolls & Toys

Slocum Water Gardens

## SPACE COAST

### CAPE CANAVERAL

Museum of Sunken Treasure

### COCOA BEACH

Patrick Air Force Missile Display

### TITUSVILLE

Kennedy Space Center Tours

## ISLANDS COAST

### FORT MYERS

Edison Home and Museum

Everglades Jungle Cruise

The Shell Factory

Warm Springs Spa-

San Carlos Park

### NAPLES

Jungle Larry's African Safari

Sightseeing Cruise

### NORTH PORT CHARLOTTE

National Police Museum and

Hall of Fame

## GLADES

### HOMESTEAD

Coral Castle

Orchid Jungle

### IMMOKALEE

Corkscrew Swamp Sanctuary

### PALMDALE

Cypress Knee Museum

Gatorama

### TAMIAMI TRAIL

Air Boat Rides

Miccosukee Seminole

Indian Village

## TROPICAL COAST

### CORAL GABLES

Fairchild Tropical Gardens

Lowe Art Museum

### DAVIE

Flamingo Groves and Gardens

### FT. LAUDERDALE

Ft. Lauderdale Museum of the Arts

Land Voyager

Ocean World

Port Everglades

Sightseeing Cruises

Swimming Hall of Fame

### HOLLYWOOD

Okalee Village Seminole

Indian Reservation

### MIAMI

Crandon Park Zoo

Japanese Gardens, Watson Park

Miami Art Center

Miami Wax Museum

Monkey Jungle

Museum of Science and

Natural History

Parrot Jungle

Royal London Wax Museum

Seaquarium

Serpentarium

Vizcaya-Dade County Art Museum

Vizcaya-Deering Estate

### MIAMI BEACH

Gray Line Boat Cruises

### NORTH MIAMI

Donnin's Arms Museum

### NORTH MIAMI BEACH

Cloisters of the Monastery

of St. Bernard

### PALM BEACH

Henry Morrison Flagler Museum

Society of the Four Arts

### STUART

Elliott Museum

House of Refuge

### VERO BEACH

McKee Jungle Gardens

### WEST PALM BEACH

Lion Country Safari

Norton Gallery of Art

Science Museum and Planetarium

## KEYS

### GRASSY KEY

Flipper's Sea School

### ISLAMORADA

Theater of the Sea

### KEY WEST

Audubon House

Conch Train Tours

Ernest Hemingway House

Martello Towers

Municipal Aquarium

Peggy Mills' Garden

Turtle Kraals

### PLANTATION KEY

Museum of Sunken Treasure



# FACILITIES AT PUBLIC-OWNED RECREATION AREAS IN FLORIDA

## FLORIDA DEPARTMENT OF NATURAL RESOURCES DIVISION OF RECREATION AND PARKS

	Official State Road Map Location	Tent & Trailer Camping	Picnicking	Swimming	Fishing	Boating	Boat Rental	Recreation Lodge	Museum Exhibits	Historic	Nature Trails	Vacation Cabins	Youth Camps	Youth Tent Areas	Guided Tours	Snacks
ALFRED B. MACLAY GARDENS	A-7	•	•	•	•	•			•		•					•
ANASTASIA	C-12	•	•	•	•	•					•					•
BAHIA HONDA	P-12	•	•	•	•	•	•									•
BASIN BAYOU	A-3	•	•	•	•	•					•					•
BLACKWATER RIVER	A-2	•	•	•	•	•					•					•
BLUE SPRINGS	A-5	•	•	•	•	•					•	•				•
BULOW PLANTATION	D-12	•	•	•	•	•		•	•	•	•					•
CALADESI ISLAND	G-9	•	•	•	•	•					•					•
CAPE FLORIDA	N-14	•	•	•	•	•			•	•	•					•
CEDAR KEY	E-9	•	•	•	•	•			•	•	•					•
COLLIER-SEMINOLE	M-11	•	•	•	•	•					•					•
CONSTITUTION	C-5	•	•	•	•	•					•				•	•
CRYSTAL RIVER	E-9	•	•	•	•	•			•	•	•					•
DADE BATTLEFIELD	F-10	•	•	•	•	•			•	•	•					•
DEAD LAKES	B-5	•	•	•	•	•					•					•
DEBARY HALL	E-12	•	•	•	•	•			•	•	•					•
EDEN	B-3	•	•	•	•	•			•	•	•					•
FALLING WATERS	A-4	•	•	•	•	•					•			•		•
FAVER-DYKES	D-12	•	•	•	•	•					•					•
FLAGLER BEACH	D-12	•	•	•	•	•					•					•
FLORIDA CAVERNS	A-5	•	•	•	•	•			•	•	•			•	•	•
FOREST CAPITAL	C-8	•	•	•	•	•					•					•
FORT CLINCH	A-11	•	•	•	•	•		•	•	•	•			•	•	•
FORT GADSDEN	C-5	•	•	•	•	•				•	•					•
FRANK B. BUTLER	C-12	•	•	•	•	•					•					•
FRED GANNON (ROCKY BAYOU)	A-3	•	•	•	•	•					•					•
GAMBLE MANSION	H-10	•	•	•	•	•			•	•	•					•
GOLD HEAD (MIKE ROESS)	C-11	•	•	•	•	•					•	•		•	•	•
GRAYTON BEACH	B-3	•	•	•	•	•					•					•
GROSSMAN HAMMOCK	N-13	•	•	•	•	•					•					•
HIGHLANDS HAMMOCK	J-11	•	•	•	•	•			•	•	•			•	•	•
HILLSBOROUGH RIVER	G-10	•	•	•	•	•					•					•
HONTOON ISLAND	E-12	•	•	•	•	•					•					•
HUGH TAYLOR BIRCH	M-14	•	•	•	•	•					•			•	•	•
HUGENOT MEMORIAL	B-12	•	•	•	•	•					•					•
ICHETUCKNEE SPRINGS	C-9	•	•	•	•	•					•					•
JOHN C. BEASLEY	B-3	•	•	•	•	•					•					•
JOHN GORRIE	C-5	•	•	•	•	•			•	•	•					•
JOHN PENNEKAMP CORAL REEF	D-14	•	•	•	•	•					•			•	•	•
JONATHAN DICKINSON	K-14	•	•	•	•	•					•	•		•	•	•
KINGSLEY PLANTATION	B-12	•	•	•	•	•			•	•	•					•
KORESHAN	L-11	•	•	•	•	•			•	•	•					•
LAKE GRIFFIN	E-11	•	•	•	•	•					•					•
LAKE JACKSON MOUNDS	B-7	•	•	•	•	•				•	•					•
LITTLE TALBOT ISLAND	B-12	•	•	•	•	•					•			•	•	•
LONG KEY	P-13	•	•	•	•	•					•					•
MADIRA BICKEL MOUND	H-9	•	•	•	•	•				•	•					•
MAGNOLIA LAKE	C-11	•	•	•	•	•					•					•
MANATEE SPRINGS	D-9	•	•	•	•	•					•			•	•	•
MARJORIE K. RAWLINGS HOME	D-10	•	•	•	•	•			•	•	•					•
MYAKKA RIVER	J-10	•	•	•	•	•			•	•	•			•	•	•

	Official State Road Map Location	Tent & Trailer Camping	Picnicking	Swimming	Fishing	Boating	Boat Rental	Recreation Lodge	Museum Exhibits	Historic	Nature Trails	Vacation Cabins	Youth Camps	Youth Tent Areas	Guided Tours	Snacks
NATURAL BRIDGE	B-7	•	•	•	•	•					•					•
NEW SMYRNA SUGAR MILL	E-12	•	•	•	•	•					•					•
OCHLOCKNEE RIVER	C-6	•	•	•	•	•					•			•	•	•
O'LENO	C-9	•	•	•	•	•		•			•			•	•	•
OLUSTEE BATTLEFIELD	B-10	•	•	•	•	•			•	•	•					•
OSCAR SCHERER	J-10	•	•	•	•	•					•			•	•	•
PAHOKEE	K-13	•	•	•	•	•					•					•
PEPPER PARK	H-14	•	•	•	•	•			•	•	•			•	•	•
RAVINE GARDENS	D-11	•	•	•	•	•		•			•					•
ROLLING SANCTUARY	B-12	•	•	•	•	•					•					•
ST. ANDREWS	B-4	•	•	•	•	•					•		•	•	•	•
ST. JOSEPH (T. H. STONE)	C-5	•	•	•	•	•					•					•
SAN MARCOS	B-7	•	•	•	•	•			•	•	•					•
SEBASTIAN INLET	H-13	•	•	•	•	•					•			•	•	•
SUWANNEE RIVER	B-9	•	•	•	•	•					•			•	•	•
THREE RIVERS	A-5	•	•	•	•	•					•			•	•	•
TOMOKA	D-12	•	•	•	•	•					•			•	•	•
TORREYA	A-5	•	•	•	•	•					•			•	•	•
TURTLE MOUND	E-13	•	•	•	•	•					•			•	•	•
WASHINGTON OAKS GARDENS	D-12	•	•	•	•	•					•					•
WEKIWA	F-11	•	•	•	•	•					•					•
YELLOW BLUFF FORT	B-11	•	•	•	•	•				•	•					•
YULEE SUGAR MILL	F-9	•	•	•	•	•				•	•					•

## DEPARTMENT OF STATE

STEPHEN FOSTER MEMORIAL	B-9	•	•	•	•	•			•	•	•					•
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## U. S. PARK AND FOREST SERVICES

EVERGLADES NAT'L. PARK	N-13	•	•	•	•	•					•	•			•	•
CASTILLO DE SAN MARCOS NAT'L. MON.	C-12	•	•	•	•	•			•	•	•				•	•
DESOTO NAT'L. MON.	H-9	•	•	•	•	•					•					•
FORT CAROLINE NAT'L. MON.	B-11	•	•	•	•	•					•					•
FORT JEFFERSON NAT'L. MON.	P-10	•	•	•	•	•					•					•
FORT MATANZAS NAT'L. MON.	C-12	•	•	•	•	•					•					•
APALACHICOLA NAT'L. FOREST	B-6	•	•	•	•	•					•					•
OCALA NAT'L. FOREST	D-11	•	•	•	•	•				•	•			•	•	•
OSCEOLA NAT'L. FOREST	B-10	•	•	•	•	•					•					•

## DIVISION OF FORESTRY (STATE FORESTS)

BLACKWATER RIVER	A-2	•	•	•	•	•					•					•
CARY	B-11	•	•	•	•	•					•					•
PINE LOG	B-4	•	•	•	•	•					•					•
WITHLACOCHEE	F-10	•	•	•	•	•					•					•



## FLORIDA'S ECONOMIC CLIMATE IS EXCELLENT

With a rapidly growing economy, Florida is an attractive market for new business and industry. Products and services necessary to meet daily demands of modern life and the new facilities to produce them have contributed to the state's expanding economy. A favorable climate, attractive industrial parks and a businesslike state government are attracting modern industries. The Division of Economic Development of the Florida Department of Commerce will provide professional assistance to show you how your company can profit in Florida.

## CONVENTIONS AND SALES MEETINGS

When you're looking for a place to meet, consider the benefits of a Florida convention. Numerous hotels and motor hotels are meeting-oriented to make every such occasion more successful. Accommodations for every type of assembly, from mammoth halls to shirt-sleeve workshop facilities, are available. Many luxury resort complexes cater to top-level management meetings and seminars. Display and audio-visual equipment, increasingly essential to a productive meeting, is readily available, as are caterers and banquet facilities.

For after-hours relaxation, Florida offers its conventioners the very best. Challenging golf courses, race tracks, fine restaurants and intimate night spots are but a few of the inviting sites for unwinding after the meeting adjourns.





## ANSWERS TO YOUR QUESTIONS ABOUT FLORIDA

### WHAT IS FLORIDA'S CLIMATE LIKE THROUGHOUT THE YEAR?

Since it is more than 500 miles from the state's northern border to the chain of islands at its southern tip, the climate varies considerably. Florida gets its highest percentage of sunshine during the winter, when it is most welcome. The average January midday temperatures range from mid-50s to low-60s in the north, to low- or mid-70s in the southern part of the state. Summer climate is relatively stable in all sections of Florida and cool breezes, typical of the subtropical area, keep the temperature at a comfortable level. Evenings are generally mild and pleasant.

### WHAT KIND OF CLOTHES SHALL I BRING?

Casual clothes are popular for sight-seeing, shopping and most daytime spectator sports. Evenings are often festive and may call for dressier attire.

Many Florida visitors prefer to bring a minimum wardrobe and do their shopping within the state. Florida is a fashion capital abounding in smart shops. Resort styles and original designs are created specifically for Florida living, and help set the fashion pace for the rest of the world.

### WHAT KIND OF ACCOMMODATIONS WILL I FIND IN FLORIDA?

Outstanding accommodations are found everywhere in the state, and in every price range. Some hotels are situated in central business districts, to provide easy access to commercial and industrial centers. Resort hotels and motor hotels catering to vacationers are situated on beaches, lakes or in other attractive settings. Most are enhanced by elaborately landscaped grounds and plentiful recreational facilities such as swimming pools,

### CAN I RENT BOATS AND SPORTING EQUIPMENT?

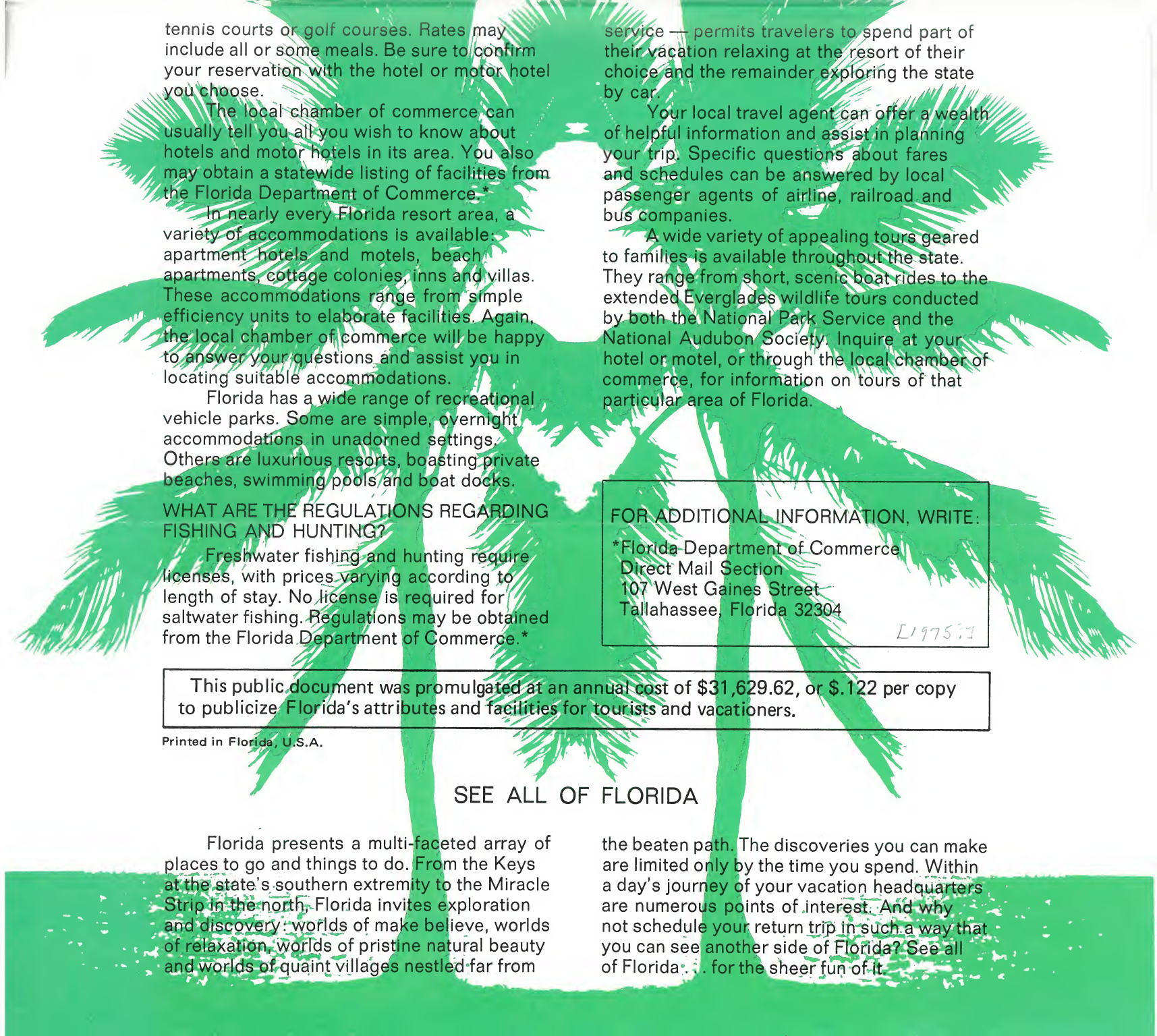
Sailboats or cruisers may be chartered, complete with guide or seasoned skipper. Would-be captains can rent a variety of craft: a 12-foot outboard, a deluxe cabin cruiser or a houseboat — for an hour, a day or a week. Full-service marinas are numerous, and boat launching ramps are found on most navigable waters. Generally, ramps are available without charge or for a nominal fee. Fishing gear may be rented almost anywhere within the state. Fishing piers run hundreds of feet into the ocean and gulf, and many include on-site rental facilities. Water-skiing, skin-diving and scuba equipment can be rented, and lessons are available throughout the state.

### WHAT IS THE BEST WAY TO TRAVEL TO FLORIDA?

Individual preference is actually the key, since Florida's visitors arrive by land, by sea and by air. Visitors traveling by auto — traditionally the most popular mode of transportation — will see official Florida Welcome Stations situated near the border on major thoroughfares into the state. Here, knowledgeable staff members will answer questions about routes, suggest things to see and provide other information.

Influenced by jet-age accommodations and speed, more and more visitors yearly come to Florida by air. Today's convenient airline schedules and rapid transportation cut transit time considerably. Modern, air-conditioned trains and buses offer other advantages and are preferred by many travelers.

The availability of rental cars — as well as special packages combining air or rail service with auto travel or train and bus



tennis courts or golf courses. Rates may include all or some meals. Be sure to confirm your reservation with the hotel or motor hotel you choose.

The local chamber of commerce can usually tell you all you wish to know about hotels and motor hotels in its area. You also may obtain a statewide listing of facilities from the Florida Department of Commerce.\*

In nearly every Florida resort area, a variety of accommodations is available: apartment hotels and motels, beach apartments, cottage colonies, inns and villas. These accommodations range from simple efficiency units to elaborate facilities. Again, the local chamber of commerce will be happy to answer your questions and assist you in locating suitable accommodations.

Florida has a wide range of recreational vehicle parks. Some are simple, overnight accommodations in unadorned settings. Others are luxurious resorts, boasting private beaches, swimming pools and boat docks.

#### WHAT ARE THE REGULATIONS REGARDING FISHING AND HUNTING?

Freshwater fishing and hunting require licenses, with prices varying according to length of stay. No license is required for saltwater fishing. Regulations may be obtained from the Florida Department of Commerce.\*

service — permits travelers to spend part of their vacation relaxing at the resort of their choice and the remainder exploring the state by car.

Your local travel agent can offer a wealth of helpful information and assist in planning your trip. Specific questions about fares and schedules can be answered by local passenger agents of airline, railroad and bus companies.

A wide variety of appealing tours geared to families is available throughout the state. They range from short, scenic boat rides to the extended Everglades wildlife tours conducted by both the National Park Service and the National Audubon Society. Inquire at your hotel or motel, or through the local chamber of commerce, for information on tours of that particular area of Florida.

#### FOR ADDITIONAL INFORMATION, WRITE:

\*Florida Department of Commerce  
Direct Mail Section  
107 West Gaines Street  
Tallahassee, Florida 32304

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## SEE ALL OF FLORIDA

Florida presents a multi-faceted array of places to go and things to do. From the Keys at the state's southern extremity to the Miracle Strip in the north, Florida invites exploration and discovery: worlds of make believe, worlds of relaxation, worlds of pristine natural beauty and worlds of quaint villages nestled far from

the beaten path. The discoveries you can make are limited only by the time you spend. Within a day's journey of your vacation headquarters are numerous points of interest. And why not schedule your return trip in such a way that you can see another side of Florida? See all of Florida... for the sheer fun of it.



## WELCOME TO FLORIDA . . .

Florida is a land of sunshine, beaches and striking natural beauty. But, more than this, our subtropical peninsula and famed Panhandle are filled with inner worlds awaiting discovery and exploration.

It is a state of many contrasts: a land of antebellum homes and historic sites; a glittering backdrop for internationally famous resorts; a secluded setting for out-of-the-way retreats; and a picturesque showcase of the state's many important agricultural products.

Florida's meandering coastline is rimmed with inviting sandy beaches, and inland areas are dotted with countless freshwater lakes and streams. In its southern section sprawls the vast Florida Everglades, a watery wilderness unlike any other in the world.

Natural and manmade attractions, throughout the state offer an almost endless variety of fun, and special events and activities in all areas contribute to the overall air of festivity.

We invite you to explore the many faces of the Sunshine State.

Sincerely,



Reubin O'D. Askew  
Governor

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